

# fashion calendar 1974

SEPTEMBER 30

34th year

a weekly publication

JANUARY

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SEPTEMBER

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DECEMBER

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(212) 289-0420

185 east 85th street

new york, n.y. 10028

ruth finley, publisher



# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, SEPTEMBER 30, 1974

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 27 3:00 P.M.	PRESS PREVIEW: SPRING EUROPEAN FASHIONS Women's and children's ready-to-wear from: France, Ireland, Germany, Austria, Turkey, Switzerland, Israel. By invitation. Open Sun., Sept. 29 to Tues., Oct. 1, 9:00 to 5:00. (At L.A. Mart, Oct. 2-4). Fashion Coordinator: Alice Encke. Commentator: Eve Orton. Contact: Buyers--Michael Kreindler, Cavin & Tubiana, 354-2970. Press--Spencer & Rubinow, 751-9050.	EUROPEAN FASHION FAIR	STATLER-HILTON HOTEL 7TH AVE. & 33RD STREET
Saturday Sept. 28 12:00 Noon Brunch	FASHION SHOW AT LUNCHEON Produced by Sybil Weinman of Fashion Productions. Reservations (\$7.50): Contact: Dawn Lewis, 757-9090.	GEORGE HALLEY	RAINBOW ROOM- 65TH FLOOR 30 ROCKEFELLER PLAZA
Saturday Sept. 28- Oct. 1	"SEW & SAVE JUBILEE" -- SPRING-SUMMER '75 SHOW Exhibit of fabrics, sewing machines, patterns, notions. Instructions and demonstrations in 3 mini-theatres in-the-round, including special sessions for men. Open to public. Contact: Edith Quaglin, Christopher Cross Assoc., 679-5613.	NATIONAL HOME SEWING SHOW	STATLER HILTON HOTEL 33RD ST. & 7TH AVE.
Sunday Sept. 29- Oct. 4 9:00 A.M.- 5:00 P.M.	SHOWING OF SPRING COLLECTION Presentation of Swedish and Finnish coats, rainwear, dresses, coordinates, beach and swimwear by: Annamodeller, Fenno Sport, Hettemarks, Jer-Sea of Sweden, Kaisu Heikkila, Katja of Sweden, Liss L, Palle-Vammala, Tonnies Design, Vuokko. (Press reception, by invitation, Mon., Sept. 30, 6:00 to 8:00 P.M.) Contact: 593-0045.	SCANDINAVIAN FASHION DESIGNERS	HOTEL GOTHAM FIFTH AVE. & 55TH ST.
Sept. 29- Oct. 2	PRESS WEEK IN CALIFORNIA AT GENE AUTRY HOTEL, PALM SPRINGS, CALIFORNIA Contact: Marjorie Carne, Calif. Fashion Creators, 110 E. 9th, L.A. (213) 627-1034		
Sept. 29	LONDON INTERNATIONAL FOOTWEAR FAIR (Sept. 29-Oct. 3)		
Sept. 29	MEN'S AND BOYS' HOLIDAY AND EARLY SPRING MARKET WEEK IN DALLAS (Sept. 29-Oct. 2)		
Monday Sept. 30 9:30 A.M.	RESORT-SPRING COLLECTION IN L.A. Contact: (213) MA 7-0806.	HELGA	722 SO. LOS ANGELES ST. SHOWROOM
Monday Sept. 30 10:00 A.M. Breakfast	SIBLEY-COFFEE BENEFIT SHOWING Joan Sibley and Dory Coffee will present their collection at a showing for customers. By invitation. Contact: Helen O'Hagan, HA 1-2000.	SAKS FIFTH AVENUE	5TH FLOOR
Monday Sept. 30 11:30 A.M.	FUR FASHIONS BY EMERIC PARTOS By invitation. Publicity: Suzanne Butterfield, PL 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Sept. 30	6:00 - 8:00 P.M., SCANDINAVIAN FASHION DESIGNERS, CONSUL GEN'L. By invitation.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 30- Nov. 1	RARE LACE EXHIBIT Six hand-made tea gowns and dinner dresses (circa 1900-1910); and sampling of 16th and 17th century Italian and French lace; Victorian fans; chantilly parasols. Hours: Mon. through Fri., 10:00 to 4:00 P.M. Contact: 673-0300.	TRAPHAGEN SCHOOL OF FASHION (257 PARK AVE. SO.)	TRAPHAGEN GALLERY 7TH FLOOR
Monday Sept. 30- Oct. 11	SPRING '75 FORECAST Daily at 9:00 A.M. and 4:00 P.M. except Mondays at 4:00 P.M. only and Fridays at 9:00 A.M. only. By appointment. Contact: Polly Ferguson, 692-5392.	GLAMOUR MAGAZINE	350 MADISON AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Sept. 30	OPENING: RESORT & SPRING COLLECTION By appointment. Contact: 594-5010.	MADY GERRARD	15 WEST 36TH STREET SHOWROOM - 13TH FLOOR
Tuesday Oct. 1 11:30 A.M. Aperitif	PRESS PREVIEW OF FUR COLLECTION Show at 12:00 Noon. By invitation. Customer show at 3:00 P.M. Contact: CI 7-1388. Publicity: Vera Bacal, PL 3-8421.	MAXIMILIAN	20 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday Oct. 2 10:00 A.M.	PRESS PREVIEW OF MODEL ROOMS Press tour of new model rooms. By invitation. Contact: Betsy Brooks, 957-4866.	J. C. PENNEY	1301 SIXTH AVENUE 17TH FLOOR
Wednesday Oct. 2 10:30 A.M. Breakfast	SHOWING OF FASHIONS BY BILL BLASS Bill Blass will present his Fall collection and preview of his Resort collection to customers. By invitation. Contact: Helen O'Hagan, HA 1-2000.	SAKS FIFTH AVENUE	5TH FLOOR
Wednesday Oct. 2 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON By reservations (\$8.50): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.	LEAMOND DEAN DESIGNS H.H. LTD., COBLENTZ	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Oct. 2- Oct. 5	MENSWEAR PRESS PREVIEWS IN PALM SPRINGS Resort fashions and West Coast preview of Spring trends in male fashions. (Limited to newspapers with more than 100,000 circulation, syndicates and consumer magazines), coinciding with MAGIC market week, for more than 12,000 retailers. By invitation. Executive Director: Norman Karr. Fashion director: Chip Tolbert. Contact: Katherine Agnello, LT 1-8210.	MEN'S FASHION ASSN. & MEN'S APPAREL GUILD	GENE AUTRY HOTEL PALM SPRINGS, CALIF.
Oct. 2	EUROPEAN FASHION FAIR AT LOS ANGELES MART (Oct. 2-4) Contact: 354-2970		
Oct. 4	SALON COTE D'AZUR SUMMER FASHIONS IN NICE (Oct. 4-8)		
Saturday Oct. 5 12:00 Noon Brunch	FASHION SHOW AT LUNCHEON Showing of Spring collection. Produced by Sybil Weinman of Fashion Productions. Reservations (\$7.50). Contact: Dawn Lewis, 757-9090.	JACQUES BELLINI INTERNATIONAL FASHIONS	RAINBOW ROOM-65TH FL. 30 ROCKEFELLER PLAZA
Oct. 6	INT'L FASHION FAIR IN MUNICH (Oct. 6-10) Contact: (201) 653-3304		
Beginning Monday Oct. 7	SPRING-SUMMER SPORTSWEAR By appointment. Buyers-Jo Behar, 354-0790. Press--Tom Foster, 355-7310.	FRANCK OLIVIER/PARIS	1411 BROADWAY SHOWROOM - 24TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 7	SCANDINAVIAN FASHIONS AT PLACE BONAVENTURE, MONTREAL (Oct. 7-8) (212) 593-0045		
Beginning Monday Oct. 7	RESORT-SPRING IN LOS ANGELES By appointment. Contact: (213) MA 7-5201.	MR. BLACKWELL	719 SO. LOS ANGELES ST. SHOWROOM
Tuesday Oct. 8 11:30 A.M.	BENEFIT FASHION SHOWING Kips Bay Boys' Club showing with Adolfo, Revillon Furs, and the best of Europe. By invitation. Contact: Helen O'Hagan, HA 1-2000.	SAKS FIFTH AVENUE	5TH FLOOR
Tuesday Oct. 8 3:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Contact: Cathy, 239-7080.	JOHN ANTHONY RAINWEAR	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 8 6:00 P.M.	FALL SHOWING OF GALANOS FASHIONS By invitation. Contact: Publicity Dept., EL 5-6800.	BONWIT TELLER	6TH FLOOR
Tuesday Oct. 8 6:30 P.M.- 10:00 P.M. Buffet	CHILDREN'S PARTY-- INTERNATIONAL BENEFIT Entertainment, games, craft demonstrations, celebrity booths, for benefit of CARE. Tickets: \$25; children; \$7.50. Chairman: Victor Borge. Co-chairman: Virginia Capers. Contact: Joy Rosenthal, MU 6-3110, ext. 346.	CARE & F.A.O. SCHWARTZ	FIFTH AVE. & 58TH ST.
Beginning Tuesday Oct. 8	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Joan Arkin, 354-8508.	REAL OF PARIS	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Oct. 9 12:30 P.M. Luncheon	FASHION SHOWING: FALL AND WINTER By reservation. (\$8.50): TE 2-8212.	D'AMSELLE BY DON SAYRES CI 6-9171. Barbetta Publicity: Ellen Perl,	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Oct. 9 2:30 P.M.	FALL AND WINTER FUR COLLECTION (Snacks at 2:00 P.M.) Fashion Director: Mia Grau. Contact: PE 6-6944.	THE CHRISTIE BROTHERS CO. (333 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Oct. 10 4:30 P.M.	SLEEPWEAR AND LOUNGEWEAR BY DONALD BROOKS Preview of Spring '75 collection of sleepwear and loungewear, designed by Donald Brooks for Maidenform. By invitation. Contact: Fay Rosen, 953-1407.	MAIDENFORM	90 PARK AVENUE SHOWROOM - 38TH FLOOR
Thursday Oct. 10 6:00 P.M.- 8:00 P.M. Cocktails	PRESS OPENING: NEW BOUTIQUE Andre Murasan, artist, and Jean-Claude Robin, designer, preview their new boutique (opening Oct. 11). Informal modeling. By invitation. Contact: Neal Kolens (12:00 Noon to 9:00 P.M.), 929-1112.	MURASAN & ROBIN LTD.	715 MADISON AVENUE (63RD & 64TH STREET)
Friday Oct. 11 12:00 Noon Luncheon	"DIRECT MARKETING" -- LUNCHEON MEETING "The Sixty Billion Dollar Foot in the Door! What's Sold by mail, phone and at-home? Who's in It? What's in it? Is it for You?" Co-chairmen: Ellen Sands, Fashion Merchandising Dir., FBS Catalog; Aileen Van Tyle, Vice Pres., Nat'l. Advg., Sarah Coventry, Inc. Prices: \$20.00, members; \$25.00, guests. Contact: CI 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM



Sunday  
Oct. 13-  
Oct. 17

49TH READY-TO-WEAR SHOWINGS IN FLORENCE: PITTI & STROZZI PALACE, GRAND HOTEL  
(Showings also in Milan by Missoni, Caumont, others)

Sun., Oct. 13... Opening of stands at Strozzi Palace and Palazzo degli Affari

Mon., Oct. 14... 9:00 A.M. (Knitwear and Leather Fashions)  
Albertina, Pasquali, Trico, Lesy, Noni Sport, Gibi, Ilenia, Milena Mosele, Sicons Italiana, Laura Aponte, Mirsa, Motta Knitwear, Avagolf, Gherardini, Maljana

12:30 P.M. Laura Biagiotti - Grand Hotel (by invitation)

6:00 P.M. Emilio Pucci

Tues., Oct. 15... 9:00 A.M. (Ready to Wear) Andre Laug, Ferragamo, Avolio, Heinz Riva, Baratta, Barocco, Gibo, Ciara, Centinaro, Antonelli, Ognibene Zendman, Litrico, Sanlorenzo, Enzo Russo, Balestra

Wed., Oct. 16... 9:00 A.M. (Ready to Wear and Boutique) Hermitt, Livio de Simone, Kinki Shop, Charade, Guarnera, De Parisini, Garbell, Tendresse, Montedoro, Lux Sport, Paola Signorini, Pancladi, Roberta di Camerino

7:30 P.M. New lines at Pitti Palace

Showing only at Strozzi Palace and Palazzo degli Affari e della Moda:  
Knitwear and leather fashions--Alexander, Aymo Sport, Caroline Tricot, Erba, Giusi Slaveriero, Luciano Ferrari, Linea G, Mario Valentino, Mir Mar, Raffaello, Ranotto, Roberto Cavalli, Stilmaglia

Ready-to-Wear -- Enzo, Fabiani, Gregoriana, Lancetti, Martieri, Sorelle Fontana, Tita Rossi, Titti Burgnoli, Tiziani

Ready-to-Wear and Boutique -- Altimari, Aquarius, Argos Dini, Bloom, Carla Arosio, Domitilla, Facar, Franco Bertoli, Garlitz Isabel, Genny, Gianantonio, Giovannozzi, Jeunesse, Juditte Premiere, La Mendola, Laura Biagiotti, La Mendola, Li' o La', Lo Scarabocchio, Miki Minouche, Mose, Paki, Pam Pam by Bizanti, Paola Davitti, Picri, Piero Chiesa, Princess, Puccetti, Rita Russo, Valditevere, Zani Valentine, Viki

Contact: Centro di Firenze per la Moda Italiana, 50121, Firenze, Viale Gramsci 9/2  
Tel: 679183-672404

Monday  
Oct. 14-  
Oct. 24

SPRING-SUMMER PRET-A-PORTER SHOWINGS IN PARIS (For press and buyers)  
(Showings at Porte de Versailles, Oct. 19-24)

Mon., Oct. 14... 2:30 P.M. Rodier & Korrigan-II, Blvd. de la Madeleine, 742-89-69

Tues., Oct. 15... 10:30 A.M. Hallenstein Tissu, 38, rue du Sentier (also 5 P.M.) 288-49-51

10:00 A.M. Anne Marie Beretta, 24, rue St. Sulpice 887-91-24

Wed., Oct. 16... 10:30 A.M. Michael Costas (opt), 236-65-63; 278-41-10

1:00 P.M. Booling (Opt) 256-28-14; 359-60-03

5:00 P.M. Mac Tac, Hotel Meurice, 370-27-96

6:30 P.M. Israelien-Cit, 266-61-03/04

Thurs., Oct. 17... 10:15 A.M. Jacques Esterel, 124 Fg. St. Honore, 359-25-30; 359-21-08

11:30 A.M. Fouks, 783-43-17

1:00 P.M. Jaeger, 5, Fg. St. Honore, 727-15-42

2:30 P.M. Torrente, 24, ave. Matigon, 266-69-52

5:30 P.M. Jacques Heim, 7, ave. de l'Opera, 260-52-80

7:30 P.M. Francis Laurent, 13, rue Fontaine du Temple, 278-35-67

Fri., Oct. 18... 9:30 A.M. Andre Ledoux Sports, Restaurant les Annees, 30- 92, rue La Boetie, 224-76-35

10:30 A.M. GEP, Hotel Hilton, Salon d'Orsay-Etrangers, 700-29-78

11:30 A.M. Marinelli, 783-43-17

12:30 P.M. Carven, 6, rd. Point des. Ch.Elysees, 359-17-52

2:00 P.M. Lison Bonfils-Jacques Gilles, 326-49-40

3:15 P.M. Renata (Opt) 265-50-50/51

(Continued on the following page)



SPRING-SUMMER PARIS PRET-A-PORTER SHOWINGS (Continued from pg. 4)

Fri., Oct. 18... 4:30 P.M. Bercher 887-91-24  
 7:00 P.M. Suzuya, Hotel Elysses, 7, ave. Gabriel, 073-14-92  
 7:30 P.M. Paco Rabanne, Hotel Elysses, 7, ave. Gabriel,  
 260-37-84

Sat., Oct. 19... 12:00 Noon Issey Miyake, 783-53-25  
 2:30 P.M. Sepia, 13, rue Chapon, 887-24-03  
 8:30 P.M. Groupement de Paris, Cercle Interallie, 33, Fg.  
 St. Honore, Francais et Etrangers, 532-51-69

Sun., Oct. 20... 11:00 A.M. Lanvin  
 2:30 P.M. Createurs et Industriels, 231-26-54  
 8:00 P.M. Defile de l'Union des Createurs de la Mode Cote  
 d'Azur, Hotel George V, ave. George V,  
 266-61-03/04  
 9:00 P.M. Gala Fascination de la Fourrure Chez Maxim's (opt)  
 073-08-31

Mon., Oct. 21... 9:30 A.M. Chloe, 359-15-63  
 11:00 A.M. Balmain, 44, rue Francois Ier, 225-68-04  
 11:30 A.M. Givenchy Nouvelle Boutique (buyers), 3, ave.  
 George V, 508-86-86  
 12:00 Noon Jean Patou, 7, rue St. Florentin, 260-36-10  
 1:30 P.M. Mic Mac, Hotel Elysees, 7, ave. Gabriel, 273-39-26  
 3:00 P.M. Miss Dior, 30, ave. Montaigne, 359-93-64  
 4:30 P.M. Emmanuelle Khanh, 236-56-33  
 6:00 P.M. Cardin (opt) 118, Fg. St. Honore, 266-92-25;  
 256-06-03  
 7:00 P.M. Jap, 742-47-58  
 8:30 P.M. Soiree Italienne (Opt)

Tues., Oct. 22... 9:30 A.M. Hotel Chateau Frontenac, 54, rue Pierre Charon,  
 273-39-26  
 10:45 A.M. Saint Laurent, 5, ave. Marceau, 727-43-79  
 11:45 A.M. Hechter, 770-76-35  
 1:30 P.M. Hermes, Hotel Elysses, 265-21-60  
 3:00 P.M. Cacharel, 18 Fg. du Temple, 805-54-74  
 4:30 P.M. Timwear, 770-97-19  
 5:30 P.M. Saint Clair - Bataclan, 50, Blvd. Voltaire  
 357-54-85; 357-93-69  
 6:45 P.M. Helios et Miss Helios pret-a-porter style Marie  
 France Aquaviva et lingerie style Karl Lagerfeld  
 256-37-18; 256-33/73/36/37  
 8:30 P.M. Soiree Italienne (Opt)

Wed., Oct. 23... 9:00 A.M. Emanuel Ungaro, 2, ave. Montaigne, 256-27-70  
 10:30 A.M. Jean Louis Scherrer, 51, ave. Montaigne,  
 359-55-39; 256-38-08  
 12:00 Noon Courreges-Etrangers, 40, ave. Francois Ier,  
 256-06-03  
 1:00 P.M. Louis Feraud, 88, Fg. St. Honore, 255-62-90  
 2:00 P.M. Ted Lapidus, 727-15-42  
 3:30 P.M. Givenchy Nouvelle Boutique (press) 3, ave. George  
 V, 508-86-86  
 2:30 P.M. Georges Rech, 236-46-40  
 5:30 P.M. Synonyme, 231-51-79  
 7:00 P.M. Ter et Bantine, 508-12-23; Grand Hotel

Thurs., Oct. 24... 9:30 A.M. Michel Goma, 742-74-41  
 11:00 A.M. Christian Aujard, 8, Cite Paradis, 824-61-54  
 12:45 P.M. Franck Olivier, 783-43-17  
 2:30 P.M. Guy Laroche, 29, ave. Montaigne, 508-42-06

(Continued on the following Page)



SPRING-SUMMER PARIS PRET-A-PORTER SHOWINGS (Continued from pg. 5)

Thurs., Oct. 24... 4:00 P.M., Dorothee Bis, 222-33-63/64  
 5:15 P.M. Nina Ricci, 20, rue des Capucines, 073-67-31  
 7:00 P.M. Ted Lapidus, Diffusion (opt) Belle Jardiniere,  
 2, rue du Pont Neuf, 227-52-45  
Fri., Oct. 25... 9:30 A.M. Sonia Rykiel - Etrangers  
 11:00 A.M. Philippe Venet, 62, rue Francois Ier, 227-52-45  
 Contact: Denise Dubois, 100 Fg. St. Honore, 75008, Paris. Tel: 266-64-44  
 Contact: French Trade Shows, 1350 Sixth Ave., 582-4960. Press: French  
 Apparel Center, 354-8620.

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Oct. 14 COLUMBUS DAY Monday (Banks and Post Office closed)

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Oct. 14 RESORT AND EARLY SPRING MARKET WEEK IN L.A. - CALIFORNIA FASHION CREATORS

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Oct. 14 OPENING OF NEW LORD & TAYLOR STORE IN THE GALLERIA -- HOUSTON, TEXAS

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Beginning Monday Oct. 14	OPENING: WOMEN'S SPRING SPORTSWEAR Continuous by appointment. Contact: 661-1670.	COUNTRY SOPHISTICATES   	489 FIFTH AVENUE SHOWROOM - 25TH FLOOR
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Tuesday Oct. 15 9:30 A.M.- 4:00 P.M.	FOUR PREVIEWS FOR PRESS & RESIDENT BUYERS Previews of Spring lingerie & loungewear, designed by Emilio Pucci, Vera and Margit Brandt -- at 9:30, 11:00, 2:00 and 4:00. By reservation. Contact: 682-1333, ext. 836. Publicity: Ruth Hammer Assoc., 685-8290.	FORMFIT ROGERS   	530 FIFTH AVENUE SHOWROOM - 15TH FLOOR
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Tuesday Oct. 15 6:30 P.M. Cocktails	COCKTAIL GALA: "THE WILD PARTY" Showing of Ralph Lauren Fashions for Women; Polo Sport for Men by Ralph Lauren. Triple Crown Benefit for Phoenix Theatre's Art Workshop for teachers. Tickets: \$25.00. By invitation. Contact: Leslie Gillen, 223-7205. Press contact: Margot Rogoff, 223-7202.	BLOOMINGDALE'S   	5TH FLOOR
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Tuesday Oct. 15 6:30 P.M. Cocktails	PHOTOGRAPHIC FASHION EXHIBIT Vogue Magazine's Photographic Exhibit of 50 years of Women in Vogue. For benefit of American Cancer Society. By invitation. Contact: Helen O'Hagan, HA 1-2000.	SAKS FIFTH AVENUE   	6TH FLOOR
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Wednesday Oct. 16 9:00 A.M. Breakfast	PRESS PREVIEW: OLEG CASSINI TENNIS FASHIONS Personal appearance by Oleg Cassini -- press only -- at "Top of the Week". (Note change of date). By invitation. Contact: Alex MacMinn, 582-7744.	MUNSINGWEAR (261 MADISON AVENUE)  	444 MADISON AVENUE NEWSWEEK (40TH FLOOR)
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Wednesday Oct. 16 5:00 P.M.- 8:00 P.M. Cocktails	PREVIEW OF NEW FIFTH AVENUE BOUTIQUE Press and VIP preview of newest boutique for men and women. Cocktail party and showing hosted by the designer. By invitation. (Opening for customers, Thurs., Oct. 17). Contact: Tom Foster, Liaison Agency, 355-7310.	TED LAPIDUS   	666 FIFTH AVENUE (AT 53RD STREET)
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Wednesday Oct. 16 6:30 P.M.	BENEFIT PREVIEW: FASHIONS FROM ITALY A store-wide salute to the art and culture of Florence, Italy, and introducing "La Gloria di Firenze". Benefit of Metropolitan Opera Guild. By invitation. Tax Deductible contribution-\$25.00. Contact: Lee Leach, Metropolitan Opera Guild, 582-7500. Press contact: MaryEllen Brennan, LW 4-5100, ext. 232.	LORD & TAYLOR   	5TH FL-COCKTAILS 6TH FL-PROGRAM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 17 8:00 P.M.	33RD ANNUAL FASHION CRITICS AWARDS Presentation of the 1974 American Fashion Critics' Awards. By invitation. Publicity: Eleanor Lambert, MU 8-2130.	COTY	ALICE TULLY HALL LINCOLN CENTER
Oct. 20	NAMSB -- MEN'S SPORTSWEAR BUYERS AT N.Y. STATLER HILTON (Oct.20-23) 689-7420		
Monday Oct. 21 11:30 A.M.	BENEFIT SHOWING OF FUR FASHIONS Benefit for Museum of City of New York. By invitation. Publicity: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR
Oct. 24	INTERNATIONAL CLOTHING EXPORT FAIR IN LONDON (Oct. 24-27)		
Oct. 26	DALLAS WOMEN'S & CHILDREN'S RESORT SPRING MARKET WEEK (Oct. 26-Nov. 2)		
Sunday Oct. 27 6:00 P.M.	SPRING APPAREL SHOW IN DALLAS "Cotton Comfort -- The More Cotton the Better" -- featuring leading American designers all cotton and new Natural Blend <sup>TM</sup> fabrications. By invitation. Contact: (N.Y.) Christian Kelly, 586-1070; (Dallas) Bardee Underwood (214) 638-5930; (L.A.) Dorothy Kistler, (213) 627-3561.	COTTON INCORPORATED	APPAREL MART DALLAS, TEXAS
Oct. 27- Oct. 31	IGEDO 103RD INT'L FASHION FAIR IN DUSSELDORF, GERMANY Contact: German American Chamber of Commerce, 582-7788		
Oct. 28	VETERAN'S DAY (Monday) -- Banks and Post Office closed		
Monday Oct. 28- Nov. 5	SPRING-SUMMER BRIDAL FASHIONS Showings by appointment. Contact: Mr. Julie Pollack, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Oct. 28	OPENING OF SPRING COLLECTION Informal showings by appointment. Contact: 221-13-0.	CHESTER WEINBERG- N.O.W. STUDIO	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
Beginning Oct. 28	SPRING AND SUMMER BRIDAL COLLECTIONS IN NEW YORK Contact individual manufacturers		
Tuesday Oct. 29 9:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter Oct. 30 and Nov. 5 at 5:00. By reservation. Contact: Pamela Call, 755-6287.	DONALD BROOKS	158 EAST 70TH STREET
Tuesday Oct. 29 11:00 A.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: LO 3-1640.	GLORIA SACHS	530 SEVENTH AVENUE SHOWROOM -
Tuesday Oct. 29 12:00 Noon	OPENING OF SPRING DRESS COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	JOHN KLOSS	550 SEVENTH AVENUE KREISLER GROUP-8TH FL.
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Contact: LA 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 29 3:30 P.M.	OPENING OF SPRING COLLECTION Also Nov. 6 at 3:30. By invitation. Contact: Cathy, 239-7080.	JOHN ANTHONY	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
** Wednesday Nov. 6 3:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter in showroom. Contact: Tom Snowden, 221-7545.	CATHY HARDWICKE & FRIENDS (1411 BROADWAY)	PLACE TO BE ANNOUNCED
Tuesday Oct. 29 5:00 P.M.	SPRING-SUMMER PREVIEW COLLECTIONS Men's and women's couture, ready-to-wear, accessories and fragrances. By invitation. For press and trade. (Benefit luncheon Wed., Oct. 30 at 12:30) Contact: T. Thomas Gurtner, 228-4928.	GUY LAROCHE, PARIS	ST. REGIS HOTEL ROOF
Beginning Tuesday Oct. 29	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: 244-1872.	LEW PRINCE OF ALDRICH, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH
Wednesday Oct. 30 10:00 A.M.	OPENING OF SPRING COLLECTION Showing also Tuesday, Nov. 5 at 10:00 A.M. Thereafter by appointment. Contact: LA 4-7626,	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Oct. 30 11:00 A.M.	PREVIEW OF SPRING COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	JOHN KLOSS	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Oct. 30 12:00 Noon	OPENING OF SPRING SPORTSWEAR COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	CLOVIS RUFFIN	TO BE ANNOUNCED
Wednesday Oct. 30 12:30 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Repeat of Oct. 29 fashion show (see above), for benefit of ARCS (Achievement Rewards for College Scientists). Tickets: \$25.00; contact: Mrs. Paul Dudley, 288-3274. By invitation. Publicity: T. Thomas Gurtner, 228-4928.	GUY LAROCHE, PARIS	ST. REGIS HOTEL ROOF
Wednesday Oct. 30 1:00 P.M.	PREVIEW OF SPRING COLLECTION By invitation. (luncheon). Contact: Joanne Creveling, 586-2377.	KIMBERLY KNITWEAR	1441 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Oct. 30 3:00 P.M.	RESORT AND SPRING COLLECTION By invitation. Contact: Mary Kloss, 868-2880. Publ: Eleanor Lambert, MU 8-2130.	PAPILLON	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Oct. 30 4:00 P.M.	SPRING COLLECTION OF RUFFINWEAR DRESSES By invitation. Contact: Joanne Creveling, 586-2377.	CLOVIS RUFFIN	PLACE TO BE ANNOUNCED
Oct. 30	5:00 P.M., DONALD BROOKS (2nd show), 158 East 70th St., 755-6287		
Wednesday Oct. 30 6:00 P.M.	WINE & FOOD SOCIETY DINNER AND SHOW By invitation. Contact: Helen O'Hagan, PL 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 31 11:00 A.M.	OPENING OF SPRING COLLECTION By invitation. Contact: Joanne Creveling. 586-2377.	PIERRE BALMAIN FOR THE ARKINS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Oct. 31 1:00 P.M.	PREVIEW OF SPRING COLLECTION By invitation. Contact: Joanne Creveling, 586-2377.	RALPH LAUREN	550 SEVENTH AVENUE KREISLER GROUP-8TH FL.
Thursday Oct. 31 5:00 P.M.	OPENING OF SPRING COLLECTION By invitation. Contact: Michael Ortseifer, 221-1020. Margaret Hodge Co., 758-9230.	ALEXANDRA CHRISTIE (550 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED Public Relations:
Monday Nov. 4 10:00 A.M.	OPENING OF SPRING COLLECTION By invitation. Contact: 221-3489.	SAZ; SAZ BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Nov. 4 11:00 A.M.	OPENING OF SPRING COLLECTION By reservation. Thereafter by appointment. Contact: LA 4-0237.	HAROLD LEVINE BY DON BREITINGER	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Nov. 4 12:00 Noon	PRESS PREVIEW OF SPRING COLLECTION For press, by invitation. Buyers' shows at 2:30, Nov. 5, 7, 12. By reservation. Contact: LA 4-6968.	BILL BLASS	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday Nov. 4 2:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Buyers' showing of Geoffrey Beene Couture Nov. 6 at 1:30, Nov. 11 and 12 at 12:00 Noon. By reservation. Contact: LW 4-0454.	GEOFFREY BEENE COUTURE & BEENE BAG	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Nov. 4 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter in showroom, 530 Seventh Ave., 6th floor. Contact: 695-7715.	CONCEPT VII BY RONALD KOLODZIE	PLACE TO BE ANNOUNCED
Monday Nov. 4 4:00 P.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter at showroom, 525 Seventh, 7th floor. Contact: Carole Nussenbaum, 354-0026. <u>(Note change of date)</u>	DOMINICK AVELLINO FOR D D DOMINICK	TO BE ANNOUNCED
Monday Nov. 4 5:00 P.M. Cocktails	OPENING OF SPRING COLLECTION Show at 5:30. By invitation. Contact: 221-6655. Publicity: Jody Donohue Associates, 688-8653.	EVA GABOR LOOK BY ESTEVEZ (530 SEVENTH)	PLACE TO BE ANNOUNCED
Monday Nov. 4	OPENING OF NEW COSMETIC SHOP Introduction of complete line of makeup, treatment, and fragrance in a new Diane Von Furstenberg shop, where special consultation and makeup sessions will be held. Contact: Margery Rubin Cohen, 348-6539; 354-8336.	DIANE VON FURSTENBERG COSMETIC COLLECTION	681 MADISON AVENUE (61ST. & 62ND STREET)
Beginning Monday Nov. 4	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Roz Rubenstein, 221-6252.	STEPHEN BURROWS	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Nov. 5	ELECTION DAY (Tuesday)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 5	10:00 A.M., ADELE SIMPSON (2nd show),	530 Seventh, 23rd floor,	LA 4-7626
Nov. 5	2:30 P.M., BILL BLASS (2nd show),	550 Seventh Ave., 17th fl.,	LA 4-6968
Nov. 5	5:00 P.M., DONALD BROOKS (3rd show),	158 East 70th St.,	755-6287
Beginning Tuesday Nov. 5	OPENING OF SPRING COLLECTION Also, "Costume Capers". Continuous by appointment. Contact: Peggy Shiller, 239-1150.	ELEANOR BRENNER FOR BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Nov. 5	SPRING AND SUMMER COLLECTION Continuous by appointment. Contact: Larry Lefkowitz, 239-1150.	ELEANOR BRENNER FOR BRENNER BEES	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Nov. 6 11:00 A.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter by appointment. Contact: Susan Dimond, 354-0760.	ALBERT NIPON	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 6 12:00 Noon	OPENING OF SPRING COLLECTION By invitation. Contact: 279-5012.	MOLLIE PARNIS COUTURE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Nov. 6 1:00 P.M.	OPENING OF SPRING COLLECTION By reservation. Contact: CH 4-0600.	PAT SANDLER; PAT'S PLACE	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Nov. 6	1:30 P.M., BEENE COUTURE (2nd show),	550 Seventh Ave., 4th floor,	LW 4-0454.
Wednesday Nov. 6 2:30 P.M.	PRESS PREVIEW: BOUTIQUE COLLECTION Spring and Summer collection. (Note change of time) By invitation. Buyers' show, Thurs., Nov. 7 at 4:00 P.M. Contact: 472-2352.	HANAE MORI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Nov. 6	3:30 P.M., JOHN ANTHONY (2nd show),	550 Seventh Ave., 24th floor,	239-7080
Wednesday Nov. 6 4:30 P.M.	OPENING OF SPRING COLLECTION By invitation. Thereafter in showroom, 1407 Broadway, 21st floor. Contact: Carole Nussenbua, 354-0026.	JAY JAXON FOR BENSON & PARTNERS	LINCOLN CENTER AVERY FISHER HALL
Beginning Wednesday Nov. 6	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: Marie Claire, (213) 659-2932.	ROMI (LOS ANGELES) (426 N. LA CIENEGA BLVD.)	HOTEL GOTHAM PRIVATE SUITE
Thursday Nov. 7 10:30 A.M.	OPENING OF SPRING COLLECTION By invitation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Nov. 7 11:30 A.M.	PRESS SHOWING OF SPRING COLLECTION By invitation. For buyers at 3:00 P.M. Contact: 354-6340.	HALSTON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Nov. 7	2:30 P.M., BILL BLASS (3rd show),	550 Seventh Ave., 17th fl.,	524-6968
Nov. 7	3:00 P.M., HALSTON (2nd show),	550 Seventh Ave., 14th floor,	354-6340
Nov. 7	4:00 P.M., HANAE MORI BOUTIQUE (Buyers show),	550 7th Ave., 5th fl.,	472-2352



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Nov. 7	SPRING:BELLE SAUNDERS AND JOEY GARGUILLO Continuous by appointment. Contact: LO 4-9194.	ABE SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday Nov. 7	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: LO 4-9194.	SCHRADER SPORT BY JUDY LUSCHER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday Nov. 7	OPENING OF SPRING COLLECTION Continuous by appointment. Contact: LO 4-9194.	STEPHAN CASUALS BY SANDY KAYNE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Nov. 9-	SPRING SHOWINGS IN L.A. AT WILSHIRE-HYATT HOTEL BY N.Y. FASHION CREATORS		
Monday Nov. 11 11:00 A.M.	OPENING OF SPRING AND SUMMER COLLECTION By invitation. Continuous thereafter by appointment at 131 East 71st Street. Contact: Joan Blumberger, 524-2042; 628-3025.	MARY McFADDEN	760 PARK AVE.-6TH FL. J. PATRICK LANNAN
Nov. 11	12:00 Noon, BEENE COUTURE, (3rd show), 550 Seventh Avenue, 4th fl, LW 4-0454		
Monday Nov. 11 5:00 P.M.	PRESS PREVIEW: LINENS AND DOMESTICS Showing of Spring and Summer collection for press and trade. By invitation. Publicity: Julie Rosso, 333-7652.	BURLINGTON DOMESTICS	1345 SIXTH AVENUE 3RD FLOOR
Monday Nov. 11	OPENING OF SPRING MARKET HANDBAG WEEK Contact: National Handbag Association, MU 3-6060		
Beginning Monday Nov. 11	SPRING PREVIEW OF JEWELRY COLLECTION Contact: Lois Beekman, 628-4257	CORO JEWELRY	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Nov. 11	OPENING OF SPRING COLLECTION By appointment. Contact: CH 4-3558.	NANTUCKET NATURALS	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Nov. 12	12:00 Noon, BEENE COUTURE (4th show), 550 Seventh Ave., 4th fl., LW 4-0454		
Nov. 12	2:30 P.M., BILL BLASS (4th show), 550 Seventh Ave., 17th floor, 524-6968		
Tuesday Nov. 12 5:00 P.M.	PRESS PREVIEW: COUTURE COLLECTION Spring/Summer collection. By invitation. Buyers show, Wed., Nov. 13 at 5:00 by reservation. Contact: 472-2352.	HANAE MORI	27 EAST 79TH STREET SHOWROOM
Nov. 13	5:00 P.M., HANAE MORI COUTURE (Buyers show), 27 East 79th St., 472-2352		
Nov. 19- Nov. 22	INTERSTOFF FAIR FOR AUTUMN-WINTER 1975-1976 - Exhibit of fabrics in Frankfurt Contact: German American Chamber of Commerce, 582-7788		
Nov. 18- Nov. 22	AMERICAN DESIGNER SHOWINGS (PRESS WEEK) AT HOTEL PLAZA By invitation. Publicity: Eleanor Lambert, MU 8-2130.		
Nov. 21	INT'L SKI AND WINTER SPORTS SHOW AT N.Y. COLISEUM(Nov. 21-24)Contact: 757-5000		
Nov. 28	THANKSGIVING DAY (Thursday)		



1975														
JANUARY				FEBRUARY				MARCH						
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DECEMBER

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